

Persuasive Technology Using Computers To Change What We Think And Do Interactive Technologies

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Persuasive Technology Using Computers To

Fogg has coined the phrase "Captology"(an acronym for computers as persuasive technologies) to capture the domain of research, design, and applications of persuasive computers.In this thought-provoking book, based on nine years of research in captology, Dr. Fogg reveals how Web sites, software applications, and mobile devices can be used to change people's attitudes and behavior.

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An excellent introduction to CAPTology, the study of Computers As Persuasive Technologies. Fogg takes us through the core principles (42 in all) of using computers as persuasive agents, and the research he and others have done which underpins those principles.

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Persuasive Technology: Using Computers to Change What We ...

Yes, they can, says Dr. B.J. Fogg, director of the Persuasive Technology Lab at Stanford University. Fogg has coined the phrase Captology (an acronym for computers as persuasive technologies) to capture the domain of research, de.

Persuasive Technology: Using Computers to Change What We ...

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Persuasive Technology: Using Computers to Change What We ...

This chapter focuses on the use of computers as persuasive tools. It describes the seven types of persuasive technology tools, such as reduction, tunneling, tailoring, suggestion, self-monitoring, surveillance, and conditioning. Each type of tool applies a different strategy to change attitudes or behaviors.

Persuasive Technology | ScienceDirect

Persuasive technology is broadly defined as technology that is designed to change attitudes or behaviors of the users through persuasion and social influence, but not through coercion. Such technologies are regularly used in sales, diplomacy, politics, religion, military training, public health, and management, and may potentially be used in any area of human-human or human-computer interaction. Most self-identified persuasive technology research focuses on interactive, computational technologie

Persuasive technology - Wikipedia

Fogg starts by defining Captology (Computers As Persuasive Technologies) and goes on to explain in depth how computers can be used to manipulate and influence our attitudes and behaviour. Whilst at first this may seem an unlikely claim, the more you think about it, the more you realise that he is correct.

Persuasive Technology: Using Computers to Change What We ...

Persuasive technology: Using computers to change what we think and do. San Francisco, CA: Morgan Kaufmann. San Francisco, CA: Morgan Kaufmann. What is important is that the standard definition of PT by Fogg prescribes that PTs always bring about a voluntary change of behaviour or attitude. 3 3 Fogg, op. cit.

Two ethical concerns about the use of persuasive ...

Persuasive Technology: Using Computers to Change What We Think and Do (Interactive Technologies) Paperback - 4 January 2003. by B.J. Fogg (Author) 3.9 out of 5 stars 20 ratings. See all formats and editions.

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Persuasive Technology: Using Computers to Change What We ...

Stanford Persuasive Technology Lab. Welcome to the Persuasive Technology Lab Website. We are part of H-STAR Institute and the Stanford Graduate School of Education. Persuasive Technology was a term BJ Fogg coined while conducting graduate work at Stanford University in the 1990's. He was, and still is an optimist about the value and impact ...

Stanford Persuasive Technology Lab

In 1999, he was the guest editor for an issue of ACM focusing on persuasive technologies. In 2003, Fogg published the book, Persuasive Technology: Using Computers to Change What We Think and Do. This book provided a foundation for captology, the study of Computers As Persuasive Technologies.

B. J. Fogg - Wikipedia

The diffusion of computers has led to new uses for interactive technology; including the use of computers to change people's attitudes and

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behavior—in a word: persuasion. Computing pioneers of the 1940s probably never imagined computers being used to persuade.

MOTIVATING, INFLUENCING, AND PERSUADING USERS

Køb Persuasive Technology af CA, mfl. som bog på engelsk til markedets laveste pris og få leveret i morgen. Reveals how Web sites, software applications, and mobile devices can be used to change people's atti..

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